

city college news

Passionate president takes the reins

Anne Sado has always been a leader.

From her days at the University of Toronto where she was one of only a few female engineering students to her executive position at one of the largest companies in Canada to being the first female president at George Brown, Sado is used to breaking new ground.

Sado officially joined the college at the start of the new year but is no stranger to this place. She attended Staff Celebration Day in October and other college events and had been working with recently-retired Frank Sorochinsky for several months.

Though this position is her first in the education sector, Sado brings invaluable experience from previous employment and volunteer activities that will no doubt come in handy as she helps to lead the college.

This friendly and approachable Toronto native recently retired from Bell Canada after 25 years and is the Director and President of the YWCA of Greater Toronto. Sado has also been involved in Junior Achievement, the Canadian Hearing Society Foundation, Trillium Hospital, University of Toronto — her alma mater — and Ryerson University.

As Senior Vice-President of Business Processes and Operational Effectiveness at Bell, Sado managed large teams, big budgets and projects aimed at improving customer service — tasks that are similar to what she will take on at the college.

With so many different people working in so many different areas but all under one college roof, Sado sees as an opportunity to manage the way she feels works best.

“A real passion of mine is getting the



Anne Sado takes the lead at George Brown College as president.

best out of people and giving them an opportunity to be the best they can be,” she said. “This is a very large team with a lot of diverse interests and a lot of diverse talent. If we can leverage that for the overall quality of the college, the outcome will be very exciting.”

Sado is also very passionate about her hometown and her fellow citizens.

“My commitment to Toronto and the volunteer work that I’ve done gives me a great deal of satisfaction,” she said. “When I’m involved in the YWCA and the things that we do, I find it really satisfying so it’s a passion for me to get involved in things that really make a difference.”

It is through education that Sado believes she will be able to continue contributing to the city she cares so deeply for.

“I just think (education) is such an important foundation of how healthy our economy is going to be,” said Sado.

As Sado got to know the college better throughout the hiring process, she said she was very excited about what she was discovering, particularly the college’s alignment with the city’s key growth sectors, the diverse student population and the wide range of courses and programs to suit individual academic and creative needs.

Though she has done her fair share of schooling with a Bachelor of Applied Science in Industrial Engineering and an MBA under her belt, Sado is a lifetime learner.

“I’ve always taken courses and I’ve always studied new things, be it languages or creative hobbies,” she said. “I just think there are so many opportunities in education.”

In addition to speaking Polish, French, a bit of German and “English reasonably well on most days,” she has a long list of languages that she would like to learn.

Besides linguistics, Sado’s passions are cooking, entertaining, reading and perfecting her golf game. Above all, the self-proclaimed hockey mom loves spending time with her two sons, John Paul, 18, and Mike, 12, and husband, Ed, travelling and enjoying the outdoors.

“There are some great opportunities to grow in the right places and come up with some really innovative ideas,” Sado said. “When people say ‘George Brown, Toronto City College’, I want them to understand what programs we have and I want them to understand that these are among the best programs.”

Corporate Training customers 100 per cent satisfied

George Brown's Corporate Training Services are keeping their customers very happy, a recent study says.

The telephone survey, conducted early last fall by Forum Research Canada, found that 100 per cent of George Brown customers were very satisfied or completely satisfied with their college training experience and 90 per cent were very satisfied or completely satisfied with the customer service provided by the college staff.

"The George Brown College results are really encouraging and it gives us a strong foundation to build on

in the future," said Darrin Caron, Director of Business and Industry Development in the Centre for Continuous Learning.

Corporate Training Services at George Brown utilizes internal teaching staff and external resources to help companies and organizations upgrade the skills of their current employees, said Caron.

The department works with about 25 clients per year, training approximately 2,000 people in various areas like technical training, leadership and communications skills, financial training and nursing upgrading.

The programs are custom designed to suit the needs of each individual company. For example, if they require on-site training, George Brown will send teachers to them or employees can take Continuing Education classes at the college.

"We are as client responsive as you can get," said Caron.

So far, this approach seems to be paying off.

In addition to increased awareness and positive customer feedback, Corporate Training Services generates revenue for the college and strengthens its ties to industry.

"We are interacting with industry all the time. We offer companies excellent graduates and we upgrade their current staff," Caron said. "This service is extremely complementary."

Although all colleges offer similar training programs, Caron believes his department still stands out from the rest.

"What makes (us) unique is that we are much more closely aligned with the college, its facilities and the instructors," he explained. "I think that gives us a competitive edge over other colleges."

For more information about Corporate Training Services, please go to <http://www.gbrowne.on.ca/training/index.html> or call (416) 415-5000, ext. 4791.

New advising hotline ringing off the hook

Access Advising has proven to be a great success since it began last spring, drawing 1,700 callers to the service in just eight months.

"That (number) exceeded our estimation," said Denise Richard, program and services development manager of the Access Centre of Excellence. "And it continues to be very busy."

With the overwhelming success of the new service, the Access Centre had to hire additional staff to keep up with the demand, said Richard.

The unique and innovative service, offered at only a few colleges, is for those interested in applying to the College as well as applicants who were not accepted to a George Brown College program. An invitation to call Access Advising is included in every decline letter that goes out before the start of a semester.

Once an appointment has been made, the advisors gather

information about the client's situation and educational goals, discuss reasons why they were not accepted and develop a plan of action that will help them to upgrade their skills and become George Brown College students.

Some applicants may only require a short-term intervention like a Continuing Education course while others may have to complete a full preparatory program offered by the Access Centre before they are ready to re-apply, said Richard.

"And sometimes they realize that their original program choice is not for them and they change their focus," Richard said. "We want to ensure that there is the best fit between the program and the student."

The Access Centre is now in the process of tracking the people they saw during fall intake to see where they are on their path to post-secondary education at



Access Advisors Iza Bryniarska (left) and Chris Caron are busy answering phones and questions from applicants to the College in a unique service offered through the Access Centre.

George Brown College.

Richard believes that Access Advising serves several purposes for the applicant, including academic guidance to ensure student success and relationship building to facilitate a continuing relationship between the

student, George Brown College and the community.

"It's a pretty crucial service," she said. "Once they find out that the College cares about them and their success, they are more likely to pursue a post secondary program at George Brown."

Students and staff exposed (brrrrr) to Icewine harvest

When the temperature dips below freezing and into the double digits, I would rather sit by a fire and sip hot chocolate than be outside. And on most days, I even prefer sitting in front of my computer all day.

But when the invitation to visit the Inniskillin winery in Niagara-on-the-Lake was extended to me, no matter how cold it was, I just couldn't say no.

So on Jan. 7, an entourage from George Brown College, including Cornelia Krikke, Chair of Hospitality and Tourism, Bjorn Rasmussen, a Hospitality professor, Wendy Wei and Miriam Cohen, Hotel Management students, Richard Jenkins, a Chef Apprentice student, Tony Hassel, College photographer and myself, bundled up and travelled to the famous wine region to learn more about an increasingly popular Canadian tradition — the Icewine harvest.

With grapes still clutched to their vines, the short but sweet three-day Icewine harvest had begun the night before as the temperature dipped to -12°C — the ideal picking temperature.

Our friendly and hospitable hosts, Karl Kaiser, Inniskillin co-founder and Debi Pratt, director of public relations, gathered us at the end of a long row of Icewine vines for a demonstration on how to hand pick the grapes.

Icewine, a specialty dessert wine is made from grapes that are left on the vines through December and January until naturally frozen.

The fruit becomes dehydrated from the constant freezing and thawing causing

the sugars, acids and extracts to concentrate.

It is then picked off the vines and pressed while still frozen which helps to extract only the sweetest juices. It is this unique process that gives Icewine its intense and complex flavour.

After picking a few bunches off the vine and popping them in our mouths, we retreated to the warmth of the main building to taste the fruits of their labour and learn more about the winery co-founded by Karl Kaiser and Donald Ziraldo in 1975.

As soon as our fingers and toes had thawed, Pratt brought us down to the underground cellar where wine is stored to age. She showed us the Icewine collection dating back to 1984 and proudly displayed their prestigious Grand Prix d'Honneur Award from 1991 for their 1989 Vidal Icewine at Vinexpo in Bordeaux, France — the Olympic Gold medal of the wine world.

For Pratt, international recognition like the Grand Prix has contributed to the increasing popularity and awareness of Icewine, which is mainly produced in the cool climate regions found in Niagara, Austria and Germany.

"Icewine has become a Canadian icon. People are using it to toast the New Year instead of Champagne," explained Pratt. "I'm pleased that Canadians are proud of their Icewine."

Though there are about 25 other wineries in the region that also produce this pricey specialty drink, Inniskillin Icewine has become internationally known and is distributed in Asia, Europe, Central America and the United States.



From left to right: Debi Pratt, director of public relations at Inniskillin, George Brown students Wendy Wei, Miriam Cohen and Richard Jenkins, Bjorn Rasmussen, Hospitality professor and Cornelia Krikke, Chair of Hospitality, toast to the sweeter things in life like Icewine.



Inniskillin co-founder and Icewine maker, Karl Kaiser shows (from left to right) Wendy, Cornelia, Bjorn, Miriam and Richard how it's done.
Photos by: Tony Hassel

"We don't claim to be the first to produce Icewine but we are the first to successfully market it," Pratt said.

After the tour of the cellar, we chatted with Pratt and Kaiser some more about the winery and bought a few souvenirs before hitting the road back to the city.

For the Hospitality students, the tour was a great complement to what they had learned in their wine course.

"I enjoyed it very much," Wendy said. "I learned more about Icewine, such as the grapes, the procedures and the taste. I took a wine class last year so I am really pleased to get this chance to go there and learn more."

And for all of us, it was a great way to take in one more great Canadian tradition.

For more photos, please go to <http://www.gbrownc.on.ca/whatsnew.html>.

Upcoming events

New Staff Orientation

Jan. 22, 2004 (1 to 7 p.m.)

All new College employees are invited to meet their colleagues and senior managers, learn more about College services, participate in a scavenger hunt and finish off the day with cocktails. New staff is asked to RSVP to staffdev@gbrownc.on.ca by Jan. 16, 2004.

George Brown Exhibition @ Realtime

Jan. 27 to Feb. 12, 2004

Realtime Studio will be hosting a combined George Brown College and Institute without Boundaries (IwB) exhibit at the Distillery. The exhibit will celebrate the inaugural year of IwB students as well as the new multi-purpose theatre and education facility that will house the George Brown Theatre School and Souleppier Theatre Company at the Distillery District in 2005.

Health Informatics Symposium

Feb. 4, 2004 (3 to 5 p.m.)

George Brown College's Centres for Nursing and Health Sciences will host a symposium on technology and its role in health care at the Metro Convention Centre, John Bassett Theatre. To RSVP, please call (416) 415-5000, ext. 2493.

George Brown Theatre presents *All's Well That Ends Well*

Feb. 11 to 21, 2004

George Brown Theatre School's current graduating class will showcase their talent and skill with *All's Well That Ends Well*, one of Shakespeare's darkest and most elusive comedies, under the directorship of veteran actor/director and Souleppier founding member Joseph Ziegler. Set and costumes for this rarely performed production have been designed by Angelija Djuric with lighting designed by Julia Vandergraaf. For tickets, please call the Box Office at (416) 415-5000, ext. 2167.

Hospitality Forum

Feb. 11 (8 a.m. to noon)

Fourth-semester students in the Special Events for Destination Tourism program will host a forum that they have organized as part of their class. The event, held in the Hospitality building, will not only promote the program but establish industry contacts in the Special Events sector.

Success in the City

Congratulations to **Peter Barnes, Chair** of George Brown College's Board of Governors, on his **Institute of Chartered Accountants of Ontario (ICAO) Distinguished Service Award**.

This honour recognizes an individual who is not necessarily a Chartered Accountant but has provided outstanding service to, or on behalf of, the profession. Barnes, the first recipient of this award, has been involved in the ICAO's Council for many years. He is President of Peter Barnes Enterprises. Prior to starting his own company, he worked with the Ontario government in a number of high-profile roles. He is also active in the community with the Social Research and Demonstration Corporation, the Youthdale Treatment Centres and the Last Post Fund of Canada. Barnes received his 2003 Distinguished Service Award at the Ontario Chamber of Commerce Outstanding Business Achievement Awards held in Toronto in November 2003.

In recognizing that our students aren't the only ones destined for great things, Success in the City, acknowledges and applauds the innovation, intelligence and dedication of College administration, staff and faculty. To submit an item about a person within the College who has been honoured for his or her achievements and community spirit, please send the recipient's name and information about the award to cwong@gbrownc.on.ca.

Around George Brown

The new **Student Association Student Centre** opened with a bang on Jan. 8, 2004. The festivities, which lasted all day, included live entertainment, games and prizes. The Student Centre, located in Building E at Casa Loma campus,

offers a wide range of services including **Grenville Printing, International News, Starburst Arcades and Pasta Pane Vino bar and restaurant**. Various spaces are also available for small gatherings, meetings and large, catered events.

Be sure to drop in and see what's new at Student Centre.



Students get in on some Black Jack action at the grand opening of the Student Association Student Centre on Jan. 8.

The Centre for **Advanced Engineering Technologies** hosted its first Micromania Competition for George Brown College technology students on Jan. 9, 2004 at Casa Loma campus. Sixteen teams entered representing the **Information Technology, Mechanical Engineering and Microelectronics programs**.

Participants were provided with hardware kits and had to create a robot that was able to find its way through a challenging maze that changed after every run. Competitors had to incorporate their skills in mechanical design, electronics design and software programming to achieve this goal. Congratulations to the finalists: King Chong and Jason Tran (Microelectronics), Dmytro Dykhan and Michael Tripodi (Information Technology) and Simon Pomero and Paul Nguyen (Mechanical Engineering).



Engineering Technology students watch how well their robots do in the Micromania Competition maze.

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